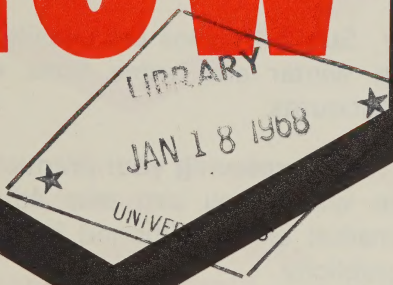


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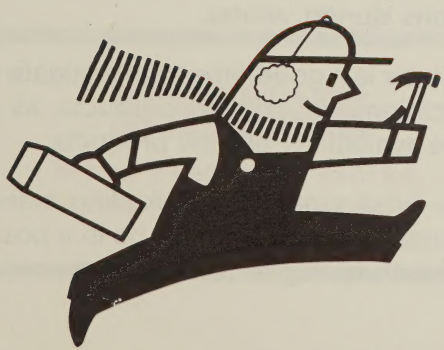
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**DO
IT
NOW**



**YOU'LL BENEFIT IN
SO MANY WAYS!**



CONSIDER THE FOLLOWING ADVANTAGES!...



1. Skilled tradesmen are more readily available in winter. During the busy spring and summer months, they may not be available for your smaller renovation or repair jobs.
2. Supply houses are usually not as busy in winter and some firms offer special discounts.
3. By promoting your products or services in winter you can take advantage of a market pre-conditioned by "Do It Now" publicity.
4. You can benefit by the introduction of new winter sales and merchandising techniques, incentives to customers and salesmen, dealer stimulation and sales training sessions during winter.
5. Winter is a good time to investigate new applications for existing products, as well as the availability of new products.
6. By producing and stockpiling standard products in winter you will be in a position to fill rush spring orders promptly.



**THIS IS WHAT
THE GOVERNMENT IS
DOING TO STIMULATE
WINTER EMPLOYMENT**


**Do-it-now Winter Employment
Campaign.**

**Municipal Winter Works
Incentive Program.**

**Directives to government
departments to time all possible
construction and purchasing
to create more winter work.**

REMEMBER

**When Everybody Works,
Everybody Benefits.**



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and Immigration.

67-8E

ROGER DUHAMEL, F.R.S.C.
QUEEN'S PRINTER AND CONTROLLER OF STATIONERY
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